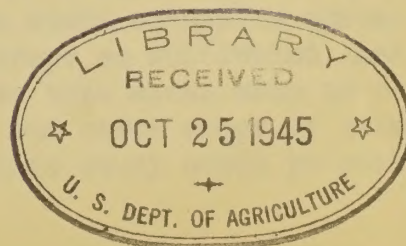


Time on Coming Events  
and Developments in AAA

1. Small Farmer Participation--Reports have indicated that the small farm provisions of the 1940 program are resulting in considerably more conservation work on the part of small farmers. The \$20 minimum payment is making it possible for small farmers in many areas to use more lime and phosphate on their soil. In other areas, operators of small farms are able to plant more winter legumes and improve permanent pastures. In the range country, a special provision for a payment of 10 cents an acre on non-crop pasture, is resulting in more water conservation, such as the construction of pits and reservoirs. The state committee may have information on activities of small farmers for local press and radio releases. Attached to the calendar is a mimeograph sheet summarizing the small farm provisions.
2. Grant-of-Aid Progress--A number of weekly stories have been released in the States on the amounts of lime and phosphate, and other materials, being obtained this spring as grants-of-aid by farmers participating in the program. Several types of stories on this part of the program are possible as the season progresses -- results obtained by farmers who have used such materials for the first time, total amounts used in the county and states, etc. A good point to emphasize in grant-of-aid stories are the long-time results of applying these materials--such as increased carrying capacity in permanent pastures, increased efficiency in crop production, and similar advantages--rather than the actual aid to farmers in getting these materials in place of conservation payments. Another point to stress is that farmers, by being able to get lime and phosphate in place of conservation payments, have their materials on the soil, already "drawing interest" for them, while other farmers will not receive their payments until later.
3. Tree Planting Results--Now that the spring tree planting season is over in most areas, weekly releases and radio material could be prepared to show the extent to which trees were planted under the \$30 provision of the 1940 program. Such releases could point out the number of trees ordered by farmers, varieties of trees planted, and the purpose for which farmers are using them--for erosion control on hill-sides and eroded areas, windbreaks, to utilize wasteland, etc. The number of plantings may be obtained from state nurseries, Prairie State Forestry Projects, and state foresters.
4. Exhibits--Drawings have been made and approved for a book of suggestions for fair exhibits and the books are expected to be mailed to the states early in May. The AAA background poster will be shipped by the contractor to the states by May 15. Bids are out on the portable fair exhibits and will be opened late in April. The schedule calls for shipment of the portable exhibits as follows: Western Region, June 1; North Central Region, June 17; Northeast and East Central Regions, July 2; Southern Region, July 17. Pictures of the portable exhibit will be mailed to the states in April.









5. Corn Planting--Since corn planting will start about May 10 in most areas of the Corn Belt, early May will be the last opportunity to remind farmers in press and radio releases of the value of planting within their corn allotments.
6. Wheat Activity--There are a number of local releases which might be prepared in connection with activity in the wheat program. As pointed out in the section on the wheat program, 1939 loans will about all be liquidated or renewed by May 1, and local press and radio releases could summarize the status of loan wheat by states and counties and point out the profit farmers have realized from the wheat loan. The summary could also include liquidation data and the amount of farm storage loans being extended. The announcements of the 1941 national, state and county wheat allotments will also be the basis of local releases; in these it will be important to point out the speeding up of the wheat program over previous years.
7. 1939 Program Results--Many states will soon have tabulations of the results of the 1939 program, if these are not already available. The results of the practices carried out and other data should prompt a number of stories stressing particularly, soil-building and conservation work done. In stories which point out the extent of practices used by farmers in your state, it will be valuable to explain what these practices do for the soil. Suggestions for such points could be taken from the "Conservation Notes" which were recently distributed.
8. Farmer-Businessmen Meetings--In many states farmer-businessmen meetings will be completed. This suggests the possibility of an illustrated feature summarizing the winter's meetings. Such a feature could do much to highlight the relationships between farm and city prosperity. The story would need careful handling to make it more than a routine report on the number of meetings held and the number of persons attending. Some of the good questions asked by businessmen could probably furnish the key to the type of story which could be written in your state.
9. Crop Insurance Loss Adjustment--There should be ample opportunity this spring for local press and radio material on unusual cases of loss adjustment resulting from severe crop losses, and examples of how farmers have used indemnity payments. The 1941 Crop Insurance Program, if announced in May, will be a tip for other local material.
10. Green Manure and Cover Crops--A story on the use of cover crops for soil protection has been suggested by the East Central Division and will be suitable for other areas where green manure and cover crops are used extensively. The story could explain the experience of farmers who used cover crops this past winter and could emphasize that the AAA Farm Program provides the means for meeting the need for cover crops in the state. A state authority, probably the state extension agronomist, could be quoted on the need for cover crops on cultivated land in the state or county, and explain soil losses that occur when no cover crops are used. Benefits of such green manure and cover crops as crimson clover, vetch, rye, etc., should be listed. This story could be worked







into a good farm feature by showing the progress that farmers of your state have made in getting their cultivated land into green manure and cover crops, as brought out by the extent of such crops planted as a soil-building practice under the AAA programs since 1936. Pictures for illustrating this story could include shots of badly washed and gullied fields to show the need for cover crops, good stands of such crops as crimson clover or vetch on fields to show what these cover crops will do for the soil, and pictures of a farmer actually plowing under a green manure crop.

### Suggestions for Radio Programs in the States

A Word on Interviews--In local interviews between committeemen and non-committeemen, "cast" the speakers carefully. As an example: A committeeman can be "cast" so as to represent farmers generally, while the non-committeeman represents only himself. Interviews and discussions are sometimes weak because none of the speakers represents any point of view that is distinct from that of other speakers. As a result, they tell each other things that they obviously all should know; and they sometimes tell things "spontaneously" that shouldn't be spontaneous.

The "Chicago Round Table" idea seems simple but is difficult. BE SURE to rehearse, r e h e a r s e and REHEARSE.

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The new tips on the preceding pages are suitable for radio releases as well as press. In addition to short radio releases and flashes, interviews and talks might be prepared on similar subjects. For example:

1. Small Farms--In counties where there are many small farmers, one or two of them could tell how they are conserving their soil with the aid of the small farm provisions of the program. Along with their accomplishments, they could report on how they are now meeting special problems which they previously found difficult to meet. AAA committeemen could complete the story with other examples and a summary of all work being done by small farmers in the county or state.
2. Grant-of-Aid--Farmers using the grant-of-aid program could report on the need of materials and show why it would be difficult for them to use such materials this year without the grant-of-aid. Specific personal examples would be best. Included in this report could be data showing how much of the materials these farmers will use and the extent of the acreage that will be improved.
3. Corn-Hog Situation--In connection with the tip on corn planting (No. 5) committeemen might discuss the corn-hog ratio of the past several years, and other factors leading up to present low hog prices. Then it might





be shown how farmers have been better able to meet the situation than they have previously under similar conditions without the program. It could be pointed out how corn loans, allotments, purchases of the Federal Surplus Commodities Corporation, the food stamp plan and other parts of the program now are helping farmers to change the adverse corn-hog ratio. Use concrete and personal terms in such a story--general terms would make the story too flat.

4. Program Results—Results of the 1939 AAA Farm Program can be used in a variety of ways for radio—news flashes, basis of interviews and talks on conservation, summaries of accomplishments, etc.
5. Farmer-Businessmen Meetings—An interesting broadcast might be prepared stressing the increased interest of business men in the farm program, using some of the most intelligent questions asked and discussed during the winter's series of farmer-businessmen meetings. Not all questions discussed at farmer-business meetings will make good program material.
6. Crop Insurance Adjustments—The personal and community experience stories behind crop insurance adjustments can be used in local radio releases to illustrate the purpose and usefulness of this part of the farm program.
7. Winter Cover Protection—Observations of farmers whose fields have been protected by winter cover crops would make interesting broadcast material. In such material you would want comparisons between protected and unprotected fields to show what cover crops do for the soil. Past results with green manure crops could also be explained to show how these crops improve the soil.

#### SECRETARY WALLACE CLOSES CONSERVATION SERIES

Secretary Wallace will close the AAA radio series, "Today's Soil for Today and Tomorrow," Tuesday, April 30, on the National Farm and Home Hour. Your special attention is directed to the summer change of time which becomes effective on the National Farm and Home Hour just the day before the Secretary speaks. Persons using standard time will hear the program one hour earlier—11:30 a.m. Eastern Standard Time instead of 12:30 p.m. Persons using daylight saving time will hear the program at the same time as previously.

#### Suggestions for Mats and Pictures

1. Grant-of-Aid Process—A series of pictures for a layout showing the various steps in obtaining and using materials under the grant-of-aid program would make an interesting picture feature for farm pages,





farm journals and other publications. The series could show farmers unloading lime and phosphate at the railroad, the process of applying the materials on the soil, results as they show up in better alfalfa and clover, and other pictures which would illustrate the grant-of-aid program.

2. Picture File--May will be the best month in many areas for building up a file of pictures showing a variety of farming operations for later use in film strips and exhibits, and news stories. Missouri, working through the farmer fieldmen, is attempting to obtain county committee cooperation in building a state picture file.
3. Range Pictures--Spring activity on the range, such as carrying out stock water practices and cultivation practices on summer fallow land, will afford good action pictures for news shots and other uses.

#### Information on Developments in the Commodity Programs

##### Wheat:

Announcement will be made late in May of the 1941 wheat acreage allotment, and of the state and county allotments. The work of notifying farmers of their 1941 farm allotments, normal yields, and crop insurance premium rates will follow these announcements in areas where winter wheat is grown.

County committees will continue work on listing to determine 1941 wheat allotments and yields.

An announcement will be made about May 15 as to whether there will be a marketing quota for wheat this year. This announcement will serve as a news peg for summarizing the year's wheat program.

The 1939 wheat loan maturity date is April 30, and liquidation or renewal of 1939 wheat loans will be practically complete by May 1. This should give the opportunity in May to summarize (1) liquidation data, (2) farm storage loans being extended, and (3) how the loan in general was used to the advantage of wheat farmers in your state. Whether or not there will be a 1940 wheat loan may be known late in the month.

1941 wheat parity payments will be going out generally throughout the winter wheat area.

June 1 is the deadline date in the North Central Region for requests for new farm wheat allotments for 1941. Check state offices for this date in other regions.







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Planting of flue-cured tobacco will be in progress in some states. Committee will be making preparations to begin the bright tobacco compliance check during the month.

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Cotton planting will continue, and county carter will be establishing normal cotton fields. (Check with state offices.)

Counties will continue work on wheat fields and for crop insurance.

The first spring wheat inspection and adjustment will be made during the month.

Seeded acreage reports will be completed in May. These reports are the basis for determining AAA subsidies and crop insurance.

(See Tips on Coming Events and Developments in story suggestions.)

compliance supervisors will be in the field with the Smith Performance Group until the water cotton and flue-cured counties in May.

1940 General Review The general conference for the 1940 check of performance will be discussed and tentatively scheduled for May 6 to May 14. The performance check is expected to begin about June 1.

will not be started.

222 m Region: Training school for farm reporters will be held in the school at all centers. The work of performance of spring-corn census and soil-survey activities will be well under way the latter part of the year. In most areas a recheck of volunteer wheat acreage will be completed immediately after May 1 (check date with State Census). Recheck supervisors will recheck a small percentage of the work of the farm reporters in all areas in order to assure accuracy and adequacy of their work.







## Soil-Building Practices:

North Central Region--May is an ideal time for farmers to seed grass waterways and build temporary dams in gullies and waterways under the new soil-building practices. Other farm and pasture land practices for May include: application of lime and superphosphate under the grant-of-aid program, some types of seedings, planting green manure and cover crops, laying out contour lines, reseeding depleted pastures, terracing, and strip-cropping. Weed control work in organized weed control districts will begin late in the month. Summer fallow tillage practices also begin in May. Most well digging is done in May and June in the range states.

Northeast Region--The principal practices which Northeast farmers may carry out in May are application of lime and superphosphate, and seeding of legumes and grasses.

Southern Region--Farmers will be seeding summer legumes as green manure crops, and in some areas will still be turning under winter cover crops. Summer gardens will also be planted. Range practices will include deferred grazing and artificial reseeding.

East Central Region--Practices which may be carried out in May include terracing, application of lime and superphosphate, seeding of legumes and grasses, laying out fields for strip-cropping, and plowing under green manure crops.

Western Region--Soil-building practices which may be carried out during May include spring seeding of legumes and grasses, strip-cropping and summer-fallow protective practices, application of fertilizer in some areas, construction of dams and other water development practices. Special attention should be given to practices which must be instituted before a specified date. For example, Practice 31, land must be clean-tilled from May 15 to September 15. (Check applicable dates for your state) (Points which may be included are estimated maximum payments for counties, maximum soil-building allowances and commodity payments).

Practices under the Sugar Program--Sugar beets are planted in many parts of the beet area in May. Some of the farming practices which are one of the conditions for payment to beet growers under the Sugar Act of 1937 may be carried out, or at least commenced, during the month. Among these are the seeding of adapted perennial or biennial legumes, perennial grasses, or mixtures of such legumes and grasses, and the application of animal manure or specified commercial fertilizers in the required amounts.





Additional practices which may be carried out are the maintenance of protective coverings of adapted perennial or biennial legumes, perennial grasses, or mixtures of such legumes and grasses, and the plowing under during 1939 of a good stand and growth of an adapted green manure crop. State offices will have full information on these practices as they apply to your state.

North Central Region-- State conferences at which the 1940 check of performance will be discussed are scheduled for the first half of the month, preparatory to beginning the check of performance about June 1. Dates of the meetings listed in the section on compliance.

Flying will be in progress in all North Central States under contracts for aerial photography reflights.

The motion picture, "Corn When You Need It,"--a combination of the Iowa and Ohio movies--should be available in all states during May. So should the two South Dakota films, "Savings Under Seal," and "Wheat on Call."

May 1 is the final date for signing 1940 Farm Plans. This will be a peg for informational material.

The regional conference at which suggestions for the 1941 Farm Program will be considered will be held in Chicago, June 13, 14, and 15.

Northeast Region--County meetings for the discussion of recommendations for the 1941 AAA Farm Program will be held through the region in May.

Aerial photography flights will be made in the Connecticut Valley (including areas in Connecticut and Massachusetts), Lancaster County, Pa.; Suffolk County, N.Y.; and in New Jersey.

The enrollment of farmers in the 1940 program will be completed in May.

Southern Region--County offices will work on allotments for reconstituted farms and will be preparing final tabulations prior to establishing normal yields for cotton, wheat, and other crops.

1939 agricultural and range conservation payments will continue to go out to farmers.

County and community committeemen will complete and return to the state offices questionnaires making recommendations on the 1941 AAA Program. State conferences on the 1941 program will also be held in May; they will be attended by the state committees, state staffs, specialists in agriculture and home-making, and representatives of the Southern Division from Washington.

May 31 is the closing date for filing applications for payment under the 1939 Agricultural Conservation Program in Alabama, Louisiana, Mississippi, South Carolina, and Texas.





Meetings.

Educational meetings--state, district, county and community--on the 1941 crop insurance program are scheduled for Texas and Oklahoma.

East Central Region-- District and county meetings of committeemen will be held during May to discuss wheat yields and allotments, and premium rates for crop insurance.

Farmers will be receiving wheat price adjustment payments, and county committees will be securing signatures on applications for price adjustment payments.

County committees will also be completing the determination of 1940 farm yields in cotton counties, and making an audit of county office cotton records.

County farmer-businessmen meetings will be completed during May. At these meetings the need for and the purposes of the Agricultural Conservation Program are discussed.

Western Region--Farmers and county committeemen will be asked during the month to get recommendations for the 1941 program to state committees.

May 1 is the deadline for the 1940 Farm Plan sign-up. (Results of the sign-up and comparisons with that of last year will furnish opportunities for local news and radio releases.)

Deferred grazing dates will have been set and ranchers will begin the deferred grazing practice during the month, if not before. Other major range practices will be seeding in the northern states and furrowing. State offices will be tabulating 1940 participation in May--another opportunity for local releases.

All Regions--Secretary Wallace will make an important speech regarding farm credit at a special meeting of farmers and farm leaders in St. Paul, Minnesota, Saturday, April 27. The speech will be broadcast over the National Farm and Home Hour.

National Range Conference--The annual range conference, at which rancher-suggestions will be considered in regard to the 1941 AAA Range Program, will open in Midland, Texas, June 24 and adjourn at San Angelo, Texas, on June 28. The 17 range states will be represented. Administrator Evans and Assistant Secretary of Agriculture Grover B. Hill will speak during the conference. Part of the meeting will include an inspection of AAA practices that have been used to improve Texas range land, and the substation of the Texas Experiment Station at Sonora.

Annual AAA Conference--The national AAA conference, to be held in Washington, D. C., July 10, 11 and 12, will climax a series of





state and regional conferences at which suggestions for the 1941 AAA Farm Program will be considered. Each state will be represented by members of the state committee and extension service.

AAA Anniversary -- May 12 is the seventh anniversary of the first AAA farm program. The Agricultural Adjustment Act was approved May 12, 1933, and was designed to deal with the agricultural emergency then confronting farmers throughout the nation. This date could be used effectively in press and radio releases, as a starting point to show the progress farmers in the state or county have made in using the Farm Programs to meet their needs.

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